



4th Quarter of 2008 (October, November, December)

The Crews Letter

Quarterly Newsletter of Bass Business

Supplement to www.JohnCrews.com

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PAA Corporate Cup by Optima



The PAA Corporate Cup presented by Optima Batteries was a one of a kind bass tournament on Lake Pickwick, in Florence, Alabama. This event featured a unique team format that paired 2 pros with 2 corporate partners. Our team was sponsored by **Ad-**

vance Auto Parts. Each pro fished out of their own boat with a corporate partner next to them. Each boat on a team was allowed 5 fish per day. This format promoted teamwork and communication to fill those 10 fish per day with quality bites. The fishing on Lake Pickwick was good in early October. The grass is really growing on the lower end of the lake. We caught most of our fish from the grass using buzzbaits, toads, **SPRO frogs**, and **SPRO Dawg 100's**. **Spiderwire Ultracast** braid was used on everything around the grass. Marty Stone and I captained our team to a 25th place finish.



TV Shows

During October, I had the opportunity to be filmed on 2 different TV shows. First, Charlie Ingram invited me to be on his *Fishing University* show that airs on Versus. He and I caught a bunch of fish on the **SPRO Little John MD**. Later, Mike Iaconelli and I got to fish together in New Jersey for the PAA TV show on WFN, *Fish-PAA*. We had a blast. Both shows will air early in 2009.

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- Fishing in the **Ultimate Match Fishing** TV Show in 09
- 3 new sponsor agreements!
- Watch for new **Berkley** baits!
- Title sponsor ?

Sponsor News

“Due to the economic times...” or “we have been put on a spending freeze” seems to be the most common replies I have gotten in this off season. **Advance Auto Parts** has had major advertising budget cuts and they will no longer spend any serious amount of money in bass fishing. This one was a blind side. There is still hope to keep an affiliation through a different avenue. No news at this time. I hope to keep a relationship going since I have built



many great friendships and feel a connection to the company with their headquarters so close to my home. In an effort to replace my title sponsor, nothing has yet to materialized. My 3 new deals for 2009 (at this point) are



not major sponsors. An exciting deal was reached with **Solar Bat** sunglasses. **Solar Bat** has been around bass fishing for a long time. They have unique products that help catch more bass. Their product line is getting an overhaul for 2009 so watch out! After running **Optima Batteries** for 3 years, we formalized our minor agreement. They are the best batteries, period. An agreement was reached with **Power-Pole**. This is a shallow water anchor system that moves hydraulically to anchor your boat in shallow (less than 8') water.



BASS ANGLER ACADEMY

For the past couple years I have had many requests to teach an angler how to be a better fisherman. Also for the past 3 years, I have given a classroom type seminar to the Fish On Bass Anglers club (see picture below). This off season gave me to time to put together a plan to combine these teaching opportunities. The **Bass Angler Academy** was born. For various rates that start at \$825, I will take one adult, two adults, one adult and child, or one



adult and spouse out on the water for an 8 hour, tips and techniques session. They will learn any and everything they want to know about what it takes to catch more bass. Boat



position, reading a sonar, choosing the right line, how to set the hook, and the right way to fight a fish are some of the lessons. This is NOT a guide trip. The other part of the **Academy** is classroom instruction. I will come to your club or group and speak up to 4 hours for rates starting at \$825. A club of 40 anglers can chip in \$20 a piece and get an intimate, customized seminar for 4 hours. This is the way to really advance the abilities of any group of amateur anglers.

More PAA News

The off season for tournaments means the on season for the Board of Directors of the PAA. We hosted a great event in Florence for the Corporate Cup by Optima. We put together the **PAA Payday** program that is a tournament bonus program for all anglers in events of all levels and all over the country. We have put together a TV show called *FishPAA* that will air on WFN. We also had the Corporate Cup on WFN and it will air many times. We have put together a 3 tournament series and those events will qualify anglers for the Texas Toyota Bass Classic. The list of anglers that are fishing the Carrot Stix PAA Series is star studded from both tours including Denny Brauer, Tim Horton, Luke Clausen, Skeet Reese, Andy Morgan, Mike Iaconelli, and many others. The Carrot Stix PAA Series will be televised on Versus and WFN. The TTBC will be televised on CBS again. We are also developing a magazine called *FishPAA Magazine*. It will have an initial circulation of 50,000. The PAA is continuing their mission of making life better for professional and passionate anglers. We will continue to serve the needs of our members.



Other Happenings

Since the major sponsor hunt has been so stingy, no scouting trips were made for 2009. I did make a talk to the Floyd County Bassmasters in early December. I mostly stayed home and spent time with my family when I was off the computer or phone. My sister gave birth to baby Gregory on October 11 (see picture). We are so happy for her. My little daughter, Myah, is walking all over and into everything. Noah finished a great football season and is intensely practicing his basketball. Soon after the first of the year, I will make the pilgrimage to Mountain Home, AR and pick up my new **Bass Cat**. I will be running the new **Puma FTD** in 2009.



Upcoming Quarter

- January 10-17 PAA Series—Lake Toho, FL
- January 24-31 BASS Southern Open—Harris Chain, FL
- February 7 FOBA bass club seminar—MD
- February 17-22 Bassmasters Classic (promo) - Shreveport, LA
- March 9-15 BASS Elite Series—Lake Amistad, TX
- March 23-29 BASS Elite Series—Lake Dardanelle, AR
- March 30-April 5 BASS Elite Series—Lake Wheeler, AL

Current Sponsors



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